IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of conducting commerce over a network, comprising:

encoding content for conversion into vision-enabled content included in an applet;

receiving payment for encoding the content;

providing a plug-in program to decode the vision-enabled content;

determining, at a website, whether the vision-enabled content or standard content should be sent using the applet and based on the plug-in program;

receiving at the plug-in program, a video image from the vision-enabled content included in the applet comprising a person image of a user;

extracting the person image portion of the received video image wherein extracting the person image includes removing a background;

recognizing an identity of the user based on said person image of the user by matching the person image of the user with an image stored in a user image database;

selecting a subset of the vision-enabled content based on the identity of the user as recognized by matching the person image of the user with an image stored in a user image database;

sending the selected subset of the vision-enabled content to the user over a network, wherein the plug-in program decodes the selected subset of the vision-enabled content and combines the image of the user with the selected subset of the vision-enabled content; and

dynamically displaying the image of the user combined with the selected subset of the vision-enabled content in a real-time interaction with a virtual environment; ~~and~~

~~offering an opportunity to purchase an object during the real-time interaction between the virtual environment and the image of the user combined with the selected subset of the vision-enabled content~~

wherein the vision-enabled content includes one or more musicians in a music video.

2. (Original) The method of claim 1, wherein the encoding of the content is performed via tools, payment being received in exchange for use of the tools.

3. (Original) The method of claim 1, further comprising providing an upgrade for the program, payment being received in exchange for the upgrade.

4. (Original) The method of claim 1, further comprising receiving payment based on an amount of users receiving the vision-enabled content.

5. (Original) The method of claim 1, further comprising receiving payment based on a quantity of vision-enabled content sent.

6. (Cancelled)

7. (Cancelled)

8. (Previously presented) The method of claim 1, further comprising associating the user with a group and selecting the selected subset of vision-enabled content based on the association of the user with the group.

9. (Original) The method of claim 1, further comprising collecting statistical data.

10. (Currently amended) A method of conducting commerce over a network, comprising:

encoding content for conversion into vision-enabled content included in an applet;

receiving payment for encoding the content;

providing a plug-in program to decode the vision-enabled content;

determining, at a website, whether the vision-enabled content or standard content should be sent using the applet and based on the plug-in program;

sending the vision-enabled content to a user over a network, wherein the plug-in program:

decodes the vision-enabled content;

receives at the plug-in program a series of video images from the vision-enabled content included in the applet, each image comprising a person image of the user;

extracts from each video image the associated person image of the user to create a series of person images wherein extracting the person image includes removing a background;

processes the series of person images to detect a movement by said user; and

controls the vision-enabled content dynamically based on said movement; and

dynamically displaying the movement of the user and the vision-enabled content in a real-time interaction with a virtual environment; ~~and~~

~~offering an opportunity to purchase an object during the real-time interaction between the virtual environment and the movement of the user and the vision-enabled content~~

wherein the vision-enabled content includes one or more musicians in a music video.

11. (Original) The method of claim 10, wherein the encoding of the content is performed via tools, payment being received in exchange for use of the tools.

12. (Original) The method of claim 10, further comprising providing an upgrade for the program, payment being received in exchange for the upgrade.

13. (Original) The method of claim 10, further comprising receiving payment based on an amount of users receiving the vision-enabled content.

14. (Original) The method of claim 10, further comprising receiving payment based on a quantity of vision-enabled content sent.

15. (Cancelled)

16. (Original) The method of claim 10, further comprising recognizing an identity of the user and selecting vision-enabled content based on the identity of the user, the selected vision-enabled content being sent to the user.

17. (Original) The method of claim 10, further comprising associating the user with a group and selecting vision-enabled content based on the association of the user with the group, the selected vision-enabled content being sent to the user.

18. (Original) The method of claim 10, further comprising collecting statistical data.

19. (Currently amended) A method of conducting commerce over a network, comprising:

encoding content for conversion into vision-enabled content included in an applet;

providing a plug-in program to decode the vision-enabled content;

determining, at a website, whether the vision-enabled content or standard content should be sent using the applet and based on the plug-in program;

receiving at the plug-in program, a video image from the vision-enabled content included in the applet comprising a person image of a user;

recognizing an identity of the user based on said person image of the user by matching the person image of the user with an image stored in a user image database;

selecting a subset of the vision-enabled content based on the identity of the user as recognized by matching the person image of the user with an image stored in a user image database;

sending the selected subset of the vision-enabled content to the user over a network, wherein the plug-in program decodes the selected subset of the vision-enabled content; and

dynamically displaying the person image of the user combined with the selected subset of the vision-enabled content in a real-time interaction with a virtual environment wherein displaying the person image includes removing a background; ~~and~~

~~offering an opportunity to purchase an object during the real-time interaction between the virtual environment and the person image of the user combined with the selected subset of the vision-enabled content~~

wherein the vision-enabled content includes one or more musicians in a music video.

20. (Original) The method of claim 19, further comprising receiving payment based on a number of users who the vision-enabled content has been sent to.

21. (Original) The method of claim 19, further comprising receiving payment from the user in exchange for the program.

22. (Original) The method of claim 19, further comprising storing the vision-enabled content and receiving payment for storing the vision-enabled content.

23. (Original) The method of claim 19, further comprising receiving payment based on an amount of vision-enabled content sent.

24. (Original) The method of claim 19, further comprising collecting statistics.

25. (Original) The method of claim 24, further comprising receiving payment in exchange for access to the statistics.

26. (Currently amended) A method of manipulating content based on an image of a user, comprising:

sending content included in an applet to a user over a network;

receiving a series of images of the user included in the applet at the plug-in program;

recognizing a person image of the user in at least two images comprising the series of images;

controlling with the applet, the content based on the person image by detecting an action by the user based on changes in the person image between the at least two images;

outputting the content using the plug-in program; and

dynamically displaying the person image of the user combined with the content in a real-time interaction with a virtual environment wherein displaying the person image includes removing a background; ~~and~~

~~offering an opportunity to purchase an object during the real-time interaction between the virtual environment and the person image of the user combined with the content~~

wherein the vision-enabled content includes one or more musicians in a music video.

27. (Original) The method of claim 26, wherein the outputted content includes an interaction between the person image and the content.